

Josh Green, M.D.
Governor

Sylvia Luke
Lt. Governor

James Kunane Tokioka
DBEDT Director

Dane K. Wicker
DBEDT Deputy Director

Walter Thoemmes
Stadium Authority Chair

Michael R. Yadao
Stadium Authority Executive Director



Statement of
MICHAEL R. YADAO
Stadium Authority
Department of Business, Economic Development, and Tourism
before the

HOUSE COMMITTEE ON FINANCE

Wednesday, April 8, 2026
02:00 PM
State Capitol, Conference Room 308

In consideration of
S.B. 2353, SD2, HD1
RELATING TO OUTDOOR SIGNAGE.

Chair Todd, Vice Chair Takenouchi and members of the Committee.

The Stadium Authority supports Senate Bill 2353, SD2, HD1 which allows the display of outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District with the authorization of the Stadium Authority.

S.B. 2353, SD2, HD1 is a vital step in ensuring the long-term financial viability and vibrancy of the New Aloha Stadium Entertainment District (NASED). The ability to authorize and manage digital outdoor signage provides the Stadium Authority with a diversified and sustainable revenue stream. By allowing modern, high-quality digital displays, we can offer local and national partners premium placement. This stimulates the local economy and aligns the NASED with industry standards for professional sports and entertainment venues globally. Modern digital signage is not just for advertising; it serves as a tool for public announcements, wayfinding, and emergency alerts. Controlled, well-regulated signage contributes to a dynamic "live-work-play" environment that attracts residents and tourists alike.

Thank you for the opportunity to testify.

**Testimony to the House Committee on Finance
Representative Chris Todd, Chair
Representative Jenna Takenouchi, Vice Chair**

**Wednesday, April 8, 2026, at 2:00PM
Conference Room 308 & Videoconference**

RE: SB2353 SD2 HD1 Relating to Outdoor Signage

Aloha e Chair Todd, Vice Chair Takenouchi, and Members of the Committee:

My name is Sherry Menor, President and CEO of the Chamber of Commerce Hawaii ("The Chamber"). The Chamber supports Senate Bill 2353 Senate Draft 2 House Draft 1 (SB2353 SD2 HD1), allows the display of outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District with the authorization of the Stadium Authority and subject to certain conditions.

SB2353 SD2 HD1 aligns with our 2030 Blueprint for Hawaii: An Economic Action Plan, specifically under the policy pillar for Economic Action. This bill aligns with the Chamber's priorities for modern economic policy that stimulates business activity while contributing to the state's fiscal strength.

This measure creates the opportunity for advertising and commercial economies that can generate new business activity across multiple sectors, including marketing firms, media companies, digital platforms, and local small businesses. This bill allows local companies gain expanded access to promotional channels while modernizing the commercial landscape in Waikiki.

Hawaii's economy has long relied on tourism. Traditional monetization models are concentrated in accommodations, transportation, and visitor spending. This measure offers an opportunity to diversify how tourism activity is monetized by introducing alternative revenue mechanisms that capture value from visitor engagement in ways the state has not capitalized on. This bill stimulates activity in the advertising economy, channels visitor spend across a broader array of industries, assists the state with tax revenue generation.

The Chamber of Commerce Hawaii is the state's leading business advocacy organization, dedicated to improving Hawaii's economy and securing Hawaii's future for growth and opportunity. Our mission is to foster a vibrant economic climate. As such, we support initiatives and policies that align with the 2030 Blueprint for Hawaii that create opportunities to strengthen overall competitiveness, improve the quantity and skills of available workforce, diversify the economy, and build greater local wealth.

We respectfully ask to pass Senate Bill 2353 Senate Draft 2 House Draft 1. Thank you for the opportunity to testify.



TESTIMONY OF DAVE ERDMAN
INTERIM PRESIDENT & CEO
RETAIL MERCHANTS OF HAWAI'I

COMMITTEE ON FINANCE
Rep. Chris Todd, Chair
Rep. Jenna Takenouchi, Vice Chair

Wednesday, April 8, 2026
2:00 p.m.
Conference Room 308 & Videoconference

IN SUPPORT OF S.B. 2353, S.D. 2, H.D. 1 – RELATING TO OUTDOOR SIGNAGE

Aloha Chair Todd, Vice Chair Takenouchi, and Members of the Committee:

Retail Merchants of Hawai'i supports S.B. 2353, S.D. 2, H.D. 1, which allows outdoor advertising devices, including digital signage, within the Stadium Development District with authorization from the Stadium Authority.

The New Aloha Stadium Entertainment District represents an important economic driver for Hawai'i. Modern digital signage is a standard component of successful stadium and entertainment districts and provides diversified revenue streams that can help support operations, events, and infrastructure without increasing public costs.

Retailers benefit directly from increased visitor traffic generated by major events, concerts, and sports activities. The ability to incorporate well-managed signage also supports sponsorship opportunities, wayfinding, event promotion, and public safety messaging.

We appreciate the amendments included in this version, including restrictions on signage placement facing state highways and the requirement for a DBEDT study on light pollution impacts. These provisions help balance economic development with community considerations.

For these reasons, Retail Merchants of Hawai'i supports S.B. 2353, S.D. 2, H.D. 1.

Mahalo for the opportunity to testify.



Testimony of
Pacific Resource Partnership

Hawai'i State Legislature House Committee on Finance (FIN)
Wednesday, April 8, 2026

Subject: Testimony in Strong Support of SB2353 SD2 HD1, relating to outdoor signage.

Aloha Chair Todd, Vice Chair Takenouchi, and esteemed members of the committee.

Pacific Resource Partnership (PRP) represents the Hawai'i Regional Council of Carpenters and more than 250 contractors statewide. Together, we are the backbone of Hawai'i's construction industry, building homes, businesses, neighborhoods, and infrastructure across the islands.

PRP submits this testimony in **STRONG SUPPORT** of SB2353 SD2 HD1, which amends Chapter 445, Hawai'i Revised Statutes, to allow outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District upon authorization by the Stadium Authority. This measure is a vital step in ensuring the long-term financial viability and vibrancy of the New Aloha Stadium Entertainment District (NASED).

By permitting authorized digital signage within NASED, the bill opens important new revenue streams through advertising. These revenues will help sustain operations, attract major events, and support ongoing development in the district. NASED represents a transformative project for O'ahu, poised to create thousands of high-quality construction jobs, generate construction spending more than \$2 billion in value, and deliver up to 4,500 units of new housing. These investments will boost our local economy and provide lasting benefits for our communities through improved infrastructure, entertainment options, and economic opportunities – all of which lead to additional tax revenue to the state and City and County of Honolulu.

PRP has one technical concern with the current draft. The broad definition of "digital outdoor signage device" in the proposed language could inadvertently include modern digital scoreboards, which are

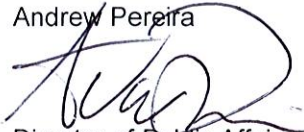


essential operational equipment for stadium events rather than advertising signage. In fact, it's likely that any scoreboard mounted near the top of the new bowl-shaped stadium will be visible from nearby highways, regardless of the scoreboard's inward facing orientation. Therefore, we respectfully ask the committee to clarify that digital scoreboards are excluded from the definition of "digital outdoor signage device." This simple clarification would preserve the intent of the bill while avoiding unintended restrictions on standard stadium technology.

We urge the Committee to pass this measure with the recommended clarification to help unlock the full potential of NASED and bring this community asset to fruition.

Mahalo for your consideration.

Andrew Pereira



Director of Public Affairs
Pacific Resource Partnership
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SB-2353-HD-1

Submitted on: 4/7/2026 9:59:02 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Perle Besserman	Outdoor Circle	Oppose	Written Testimony Only

Comments:

Once again, the commercial spoilers and greedy destroyers of the land seek to turn Hawai'i into a Las Vegas by the sea. Together with neverending construction costing millions that could otherwise be placed in conservation, renewable energy, and ocean cleanup, this billboard bill will sledgehammer the wishes of the majority of citizens who still hold to the principles of malama aina.

SB-2353-HD-1

Submitted on: 4/7/2026 10:02:54 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Diane Harding	The Outdoor Circle	Oppose	Written Testimony Only

Comments:

Aloha,

I respectfully oppose SB2353 SD2 HD1

This bill creates a new exception to Hawaii’s outdoor advertising law by authorizing large exterior advertising devices within the entirety of Stadium Development District, without any meaningful restrictions on orientation or visibility.

The bill contains no enforceable limits on size brightness, placement, or visibility, other than a restriction regarding signage ‘on top of the stadium’, and marks a major and alarming departure from Hawai‘i’s longstanding protections against such signage - protections that have had overwhelming public support for decades and have served to preserve Hawaii’s distinctive visual character so valued by residents and visitors alike.

Hawai‘i’s landscapes and view planes are a shared public trust and a defining part of our identity. They should not be compromised by the damaging visual effects this bill would introduce.

I respectfully urge the Legislature to defer SB2353 SD2 HD1

Mahalo,

Diane Harding

President, The Outdoor Circle



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Myles Ritchie, PhD
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Keeping Hawai'i clean,
green and beautiful
since 1912

April 6th, 2026

RE: SB2353 SD2 HD1 Strong Opposition

Dear Chair Todd and Members of the Finance Committee,

The Outdoor Circle respectfully submits strong opposition to SB2353 SD2 HD1.

This measure is a wholesale change to Hawai'i's signage laws. It authorizes digital outdoor advertising devices throughout the Stadium Development District without meaningful statutory limits on size, brightness, illumination, or district-wide placement and visibility. This is not a limited authorization—it is a broad and unbounded exception to Hawai'i's long-standing restrictions on outdoor advertising.

An earlier committee recognized that proper safeguards are needed to limit light pollution and impacts on surrounding communities. However, those safeguards are not included in this bill. The bill recognizes the need for safeguards, but does not provide them.

For over a century, Hawai'i has made a deliberate policy choice to restrict billboard and off-premise advertising. That framework reflects a consistent understanding, recognized in both policy and judicial decisions, that Hawai'i's visual environment is not only a public resource, but also a legitimate economic asset. Protecting scenic integrity is not merely aesthetic; it is directly tied to the State's economic well-being.

Today, Hawai'i remains one of only four states in the nation, including Alaska, Vermont and Maine, that prohibit off-site advertising. That distinction is the product of sustained civic engagement, and a consistent recognition that Hawai'i's scenic landscapes are not commercial platforms.

That assessment is not ours alone. The Honolulu Star-Advertiser's editorial board, writing in March 2026, found that the bill "as written with close to zero limiting parameters or guidelines, does not pass muster." The Star-Advertiser is not an organization that reflexively opposes economic development. Its independent conclusion underscores how far this measure falls outside normal bounds.

What This Bill Does — and What Changed in HD1

SB2353 amends HRS §445-112 to create a new exception to Hawai'i's outdoor advertising law. It authorizes outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District, with authorization from the Stadium Authority.

The House Draft 1 (HD1) made two additions to the Senate Draft 2 (SD2):

- A restriction prohibiting signage placed “on top of the stadium and facing a state highway.”
- A new section requiring DBEDT to conduct a study on light pollution impacts and report to the Legislature before the 2027 session.

Neither provision addresses the bill’s central effect. SB2353 instead authorizes permanent, district-wide digital advertising without meaningful restrictions on orientation or visibility, aside from a narrow limitation addressing a single configuration.

The Bill Contains No Enforceable Standards

Despite acknowledging the need for safeguards, the bill contains no enforceable standards governing:

- size,
- brightness or illumination levels,
- frequency of message change,
- placement relative to surrounding streets or communities, or
- visibility beyond the stadium environment.

These are core elements of land-use regulation. Without them, the bill creates an open-ended statutory authorization with no floor for public protection.

The bill delegates authorization authority to the Stadium Authority — an entity whose mission is to develop and manage the stadium complex, not to protect scenic resources or regulate signage impacts on surrounding communities. It has no mandate, no expertise, and no accountability to neighboring residents in this context.

The authorization is permanent with no built-in review mechanism, no expiration, no requirement for the Legislature to revisit. Other controversial authorizations often include sunset provisions precisely to allow evaluation of impacts. The absence of one here is a policy choice worth naming explicitly.

The legislative record further reflects a central issue with this measure. In earlier hearings, supporters described the proposal as involving limited applications such as pedestrian-oriented kiosks, public safety communication, and controlled installations. However, those limitations are not contained in the bill as currently drafted. When asked where guarantees existed to ensure the measure would not expand beyond those limited uses, no binding statutory standards were identified.

The bill therefore relies on assurances about intent and future discretion rather than enforceable safeguards. In other words, the comfort offered by supporters derives from how the bill has been described, not from what the bill actually requires.

While the bill includes a restriction on signage placed “on top of the stadium and facing a state highway,” that provision is narrow and does not function as a

meaningful safeguard. It applies only to a specific configuration and leaves open numerous alternatives — including signage on building façades, structures, or other

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locations within the district that may still be visible from surrounding roadways. The bill does not address visibility from adjacent streets, access roads, or nearby communities.

The inclusion of a “future study” does not resolve this issue. The bill authorizes these uses immediately, while the study occurs afterward and carries no requirement that its findings be implemented. A study is not a safeguard, and acknowledgment is not mitigation.

Impacts on Surrounding Communities

The Stadium Development District is not visually isolated. It is surrounded by established residential neighborhoods, including areas at higher elevations where homes look down toward the stadium and surrounding development. Digital signage placed on buildings, structures, or freestanding installations within the district are likely to be visible from multiple vantage points — including nearby communities and surrounding roadways — even if not oriented directly toward a highway.

The bill contains no provisions addressing visibility from surrounding neighborhoods or governing lines of sight, and no requirement for community consultation regarding potential impacts. Residents in surrounding communities will experience the visual impacts of these installations, yet the bill provides no mechanism to consider or mitigate those impacts.

Testimony from residents of surrounding neighborhoods has been limited relative to the scope of potential impacts, despite those communities likely experiencing the most direct effects. Because these communities are directly affected, it may be appropriate for Senators and Representatives representing those districts to seek additional input from their constituents before this measure proceeds further.

Fiscal Analysis: The Revenue Case Examined

Because this bill has been advanced in part on financial grounds, this Committee is well-positioned to evaluate the revenue justification carefully. That evaluation does not support the bill as written.

The Revenue Estimate Is Modest Relative to the Scale of Public Investment

Supporters have estimated that digital outdoor advertising *may* generate \$2 to \$3 million annually for NASED. That figure should be viewed in context:

- The State has committed hundreds of millions of dollars in seed funding to the NASED project.
- The overall development is projected to generate construction economic activity exceeding \$2 billion.
- Against that scale, \$2 to \$3 million annually represents a small fraction of the project’s financial baseline.

The potential revenue benefit is modest, but the policy cost is permanent. Authorizing district-wide digital advertising is not a temporary funding measure — it is a lasting change to Hawai‘i’s advertising framework.

Established Revenue Alternatives Exist

The premise that NASED cannot succeed without this bill conflates the project's revenue needs with one particular mechanism. Modern sports and entertainment venues generate substantial revenue through naming rights, premium seating, sponsorships, concessions, interior digital displays, and event programming — none of which require district-wide digital advertising. The question is not whether revenue is needed, but whether this particular mechanism is appropriate and whether its public costs are proportionate to its financial return.

Protecting Scenic Landscapes Is Itself a Fiscal Strategy

Hawai'i's tourism economy is built in significant part on the quality of its visual environment. The relative absence of large-scale outdoor advertising is part of what makes Hawai'i distinctive and is itself an economic asset. Incrementally introducing commercial digital signage into public redevelopment districts erodes the very qualities that sustain Hawai'i's visitor economy. The fiscal analysis of this bill should include not only the revenue it may generate, but the value of what it puts at risk.

This Bill Must Be Viewed Alongside SB2074

The Committee will have recently considered SB2074, which authorizes naming rights and exterior branding on public facilities. Taken together, these measures reflect a clear trajectory: the steady commercialization of public space.

Each individual measure may appear limited when viewed in isolation. However, in sequence — naming rights, expanded sponsorship flexibility, and now district-wide digital advertising — the cumulative effect is to normalize the use of public assets as platforms for commercial display. That shift carries long-term implications that extend well beyond this single project.

Public Safety Concerns

Driver Distraction

Digital advertising devices are designed to capture attention. The Stadium Development District sits within a complex traffic environment involving multiple lanes, merging movements, pedestrian activity, and nearby freeway access. Dozens of studies have concluded that digital billboards increase driver distraction and elevate roadway risk. A widely cited compendium reviewed more than forty such studies and reached a consistent conclusion: "The more that commercial digital signs succeed in attracting the attention of motorists... the more they represent a threat to safety along our busiest streets and highways."

Aviation Safety and Ecological Impacts

The district lies within a transportation corridor adjacent to Daniel K. Inouye International Airport and active flight approach and departure paths. Bright, high-intensity digital displays in this location have not been evaluated for potential aviation safety impacts, including glare and brightness. This issue is not addressed in the bill.

Artificial nighttime lighting is also known to disrupt migratory bird patterns, particularly in coastal and urban environments such as Honolulu. Bright, changing digital displays can attract and disorient birds, increasing collision risk and mortality. This impact has not been evaluated or addressed in the bill.

How Existing Law Handles Stadium Advertising

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Existing law allows carefully controlled, interior-facing, event-based advertising within stadiums. Advertising at the Waipio Peninsula Soccer Stadium must be physically attached to the scoreboard, within strict size limits, and not visible from any thoroughfare. These safeguards ensure that advertising remains incidental to the venue and is not part of the surrounding visual environment. SB2353 SD2 HD1 contains no comparable protections for district-wide digital signage.

Displacement of Local Land-Use Authority

Honolulu's Land Use Ordinance reflects decades of planning and public deliberation. Its sign standards address maximum sign area, height limits, illumination intensity, district-specific standards, and placement relative to roadways and pedestrian areas. By authorizing digital advertising devices within the Stadium Development District through state statute, this bill overrides locally developed standards and substitutes a state-level authorization in their place.

Article VIII of the Hawai'i Constitution recognizes county authority over local matters, including land use and zoning. Substituting a statewide mandate for local planning judgment in a highly visible redevelopment district represents a significant departure from Hawai'i's traditional respect for that authority.

Precedent and Long-Term Policy Risk

Hawai'i's outdoor advertising law has historically operated on a prohibition model with narrow, carefully defined exceptions. When the Legislature mandates that a category of advertising "shall be allowed," the presumption shifts from restraint to permissibility. Once a statutory exception authorizing district-wide digital advertising is created, similar requests from other redevelopment areas will follow. Incremental exceptions can, over time, reshape the policy framework that has long protected Hawai'i's visual environment.

Hawai'i's billboard restrictions were built over decades through deliberate legislative decisions and have been upheld in recognition of the State's substantial interest in protecting its scenic environment. Hawai'i's relative absence of large-scale outdoor advertising is not accidental. It is the result of sustained policy choices that have preserved scenic integrity, supported public safety, and reinforced the State's identity and economic well-being. This bill moves in the opposite direction, replacing a framework of restraint with one of open-ended authorization.

Conclusion

SB2353 SD2 HD1 creates a broad statutory authorization for digital outdoor advertising throughout the Stadium Development District without meaningful or enforceable safeguards. The HD1 amendments do not change that central outcome.

From a fiscal standpoint, the bill trades modest projected revenue for a permanent change to Hawai'i's outdoor advertising framework, override of local land-use authority, introduction of safety risks in a complex traffic and aviation environment, and creation of a precedent that will be difficult to contain.

For these reasons, The Outdoor Circle respectfully urges you to defer SB2353 SD2 HD1.

Mahalo for your consideration,

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Winston Welch
Executive Director, The Outdoor Circle

Appendix: Digital Billboard Safety Research

The following study compilations summarize decades of peer-reviewed research on the relationship between digital billboards and driver distraction:

- Scenic America Billboard Safety Study Compendium (2020):
<https://www.scenic.org/wp-content/uploads/2021/10/Billboard-Safety-Study-Compendium-10-16-2020.pdf>
- Scenic America Billboard Safety Study Compendium (2018):
<https://www.scenic.org/wp-content/uploads/2019/09/billboard-safety-study-compendium-updated-february-2018.pdf>

SB-2353-HD-1

Submitted on: 4/7/2026 1:29:11 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Gordon Aoyagi	Manoa Outdoor Circle	Oppose	Written Testimony Only

Comments:

The Manoa Branch of The Outdoor Circle respectfully opposes SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District. It does not establish limits on size, brightness, placement, or visibility. There are no standards nor an accountable review process involving the City and County of Honolulu regulating such signage. This bill places full discretion with the Stadium Authority for whom the financial return is likely to be a modest net amount, if any, amortizing installation, and the rising costs of maintenance and operating including electricity. This seems a wasteful use of our current and future energy resources. Furthermore - allowing digital signage establishes a precedence representing a policy change on outdoor advertising that is lasting. Hawai‘i’s visual environment is a public and economic asset — we believe it is your duty to protect this public asset.

Please oppose SB2353 SD2 HD1.

Gordon Aoyagi, MOC President

SB-2353-HD-1

Submitted on: 4/7/2026 6:49:28 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Barbara Ritchie	North Shore Outdoor Circle	Oppose	Written Testimony Only

Comments:

I respectfully oppose SB2353 SD2 HD1.

This bill authorizes digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not address these concerns. The authorization would be permanent, lacks clear standards or review, and places full discretion with the Stadium Authority.

The projected financial return is modest, while the policy change is lasting and sets a precedent for expanding digital advertising into other public spaces. Hawai'i's visual environment is a public and economic asset. SB2353 SD2 HD1 moves in the opposite direction.

Please oppose this measure.

SB-2353-HD-1

Submitted on: 4/6/2026 2:43:47 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
William Caron	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair, Vice Chair, and Members of the Committee,

I am writing to express my **strong opposition to SB2353** as amended by the previous committee—and to urge you to **kill this bill entirely**.

The amendments are insufficient

The previous committee made two changes: prohibiting billboards on top of the stadium facing a state highway, and ordering a study on light pollution.

Let me be clear: **these are crumbs**. A study is not action. A prohibition on rooftop billboards does nothing to stop the proliferation of digital signs along the roadways, at intersections, and on the stadium grounds themselves. The core of the bill—authorizing outdoor advertising devices within the Stadium Development District—remains intact.

The underlying principle is selling out Hawai'i for scraps

The fundamental premise of SB2353 is that we must sacrifice the character and natural beauty of our islands for minimal revenue. That is pathetic. And it is insulting to everyone who calls these islands home.

Digital billboards generate revenue, yes. But how much? A few hundred thousand dollars a year? A million? In the context of a stadium project costing hundreds of millions, this is pocket change. Yet the cost—permanent visual blight, distracted drivers, neighborhood degradation—is incalculable.

We are being asked to trade a diamond for a nickel. And the committee's amendments do nothing to change that equation.

Once they go up, they never come down

We have seen this play out across the continent. Every "limited" exception becomes permanent. Every "temporary" variance becomes precedent. Digital billboards are not like other structures. They generate ongoing revenue for their owners, which means there will always be a well-funded lobby to protect them, expand them, and prevent their removal.

Passing SB2353 is not a one-time decision. It is a permanent surrender.

Hawai'i is not Las Vegas

We do not need glowing screens competing for our attention on every highway. We do not need to commercialize every inch of public space. The people of Hawai'i have consistently rejected billboard proliferation because we understand—intuitively, collectively—that our visual environment matters.

It matters for traffic safety. It matters for property values. It matters for mental health. It matters for the simple, profound experience of driving home without being sold something at every turn.

The bill should be killed

Not amended. Not studied further. Not sent to another committee for more tinkering around the edges.

Killed.

If the Stadium Authority needs revenue, find it elsewhere. Naming rights. Concessions. Premium seating. Events. Tax increment financing. Public-private partnerships. There are dozens of options that do not require selling out our community's visual environment for a relative pittance.

Do not let this bill move forward. Do not let the stadium become a Trojan horse for billboard blight. Do not trade Hawai'i's character for scraps.

Mahalo for your consideration.

SB-2353-HD-1

Submitted on: 4/6/2026 3:40:05 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Johnnie-Mae L. Perry	Individual	Oppose	Written Testimony Only

Comments:

I, Johnnie-Mae L. Perry, STRONGLY OPPOSE 2353 SB RELATING TO OUTDOOR SIGNAGE. I STAND THE SIERRA CLUB TESTIMONY BELOW.

March 16, 2026 RE: STRONG OPPOSITION TO SB2353 SD2 – RELATING TO OUTDOOR SIGNAGE Dear Representatives, The Outdoor Circle submits this testimony in strong opposition to SB2353 SD2. For nearly a century Hawai‘i has maintained some of the strongest billboard and outdoor advertising restrictions in the nation. These protections were adopted deliberately and reaffirmed repeatedly, because earlier Legislatures recognized that Hawai‘i’s scenic roadways, shoreline districts, and public view planes are not commercial platforms. The existing framework reflects a long standing public policy choice that the visual character of Hawai‘i’s landscapes should not be treated primarily as locations for commercial messaging. Although the current draft of SB2353 SD2 removes earlier provisions that would have affected Waikīkī, the bill continues to authorize digital outdoor advertising devices within the Stadium Development District and alters a central feature of Hawai‘i’s outdoor advertising law. In practical terms, the bill is not limited to stadium scoreboards. Rather, it authorizes digital advertising devices throughout the entire Stadium Development District. Authorizing district-wide digital advertising in statute would represent one of the most consequential departures from Hawai‘i’s longstanding billboard policy framework in a century. For the reasons outlined below—including safety concerns, the protection of Hawai‘i’s visual environment, the preservation of county land-use authority, and the precedent created by statutory exceptions—The Outdoor Circle respectfully urges the House and its Committees to defer this measure.

1. Digital Advertising Devices Introduce Real Safety Risks Digital billboards are designed to attract attention. Their economic value depends on capturing the attention of motorists and pedestrians and directing it toward commercial messaging. The more effectively these displays accomplish that goal, the greater the potential for driver distraction. Numerous studies conducted in the United States and internationally have concluded that digital billboards increase driver distraction and can elevate roadway risk. A widely cited compendium prepared for the California Department of Transportation reviewed more than forty studies examining the relationship between digital billboards and driver attention. 1314 S. King Street #306 | Honolulu, Hawai‘i 96814 T: 808-593-0300 | mail@outdoorcircle.org | www.outdoorcircle.org The overall body of research consistently identifies the potential for distraction associated with bright, electronically changing displays located near roadways. As these reports conclude: “The more that commercial digital signs succeed in attracting the attention of motorists... the more they represent a threat to safety along our busiest streets and highways.” The Stadium Development District lies adjacent to major transportation corridors and complex traffic movements. Introducing flashing or

electronically changing advertising displays into this environment adds another competing visual stimulus in an already demanding traffic context. In an area where drivers must already navigate multiple lanes, merging traffic, pedestrians, and nearby freeway ramps, the addition of high-intensity digital advertising displays warrants careful scrutiny. Safety concerns alone warrant deferring this bill.

2. The Bill Overrides Honolulu's Existing Sign Regulations Honolulu's Land Use Ordinance contains detailed sign regulations developed over many decades of planning and public deliberation. Those regulations reflect careful balancing among competing considerations, including commercial activity, neighborhood character, pedestrian safety, scenic preservation, and illumination control. The city's sign standards address issues such as maximum sign area, height limits, illumination intensity, district-specific standards, and placement relative to roadways and pedestrian areas. These provisions form part of a broader land use framework that allows counties to tailor development standards to the character and needs of individual districts. SB2353 SD2 overrides those local standards. The bill uses mandatory language stating that certain digital advertising devices "shall be allowed," and applies this authorization "notwithstanding any law to the contrary." In effect, the bill would require the City and County of Honolulu to revise its land-use regulations to permit signage it has deliberately chosen not to authorize. The population threshold in this bill applies only to the City and County of Honolulu. This is not a uniform statewide adjustment; it is targeted. Article VIII of the Hawai'i Constitution recognizes county authority over local matters, including land use and zoning. Honolulu has exercised that authority through its Land Use Ordinance, but S.B. 2353 SD2 substitutes a state mandate for that local judgment. Land-use regulation is one of the core functions of county government. Substituting a statewide mandate for local planning judgment in a highly visible redevelopment district represents a significant departure from Hawai'i's traditional respect for county land-use authority. 1314 S. King Street #306 | Honolulu, Hawai'i 96814 T: 808-593-0300 | mail@outdoorcircle.org | www.outdoorcircle.org

3. The Bill Alters the Structure of Hawai'i's Billboard Law Hawai'i's outdoor advertising law has historically operated on a prohibition model with narrow exceptions. The Legislature has generally restricted outdoor advertising devices while allowing limited, carefully defined exceptions in specific circumstances. SB2353 SD2 changes that basic structure. When the Legislature mandates that a category of advertising "shall be allowed," the presumption shifts from restraint to permissibility. The burden moves from the advertiser to the regulator, and the exception becomes embedded in statute rather than evaluated through local land-use processes. These structural changes matter because they establish precedent. Once statutory entitlement replaces a prohibition framework in one district, similar requests elsewhere become easier to justify. Over time, district-specific exceptions can gradually reshape the broader policy framework that has governed outdoor advertising in Hawai'i for generations.

4. Existing Scoreboard Advertising Is Carefully Limited Supporters of the bill may note that advertising already exists on certain stadium scoreboards. That observation is accurate, but it is important to understand the safeguards that accompany those existing provisions. For example, advertising attached to the scoreboard at the Waipio Peninsula Soccer Stadium must be physically attached to the scoreboard structure, must remain within defined size limits, and must not be visible from any thoroughfare. These restrictions ensure that the advertising functions as event related signage visible primarily to spectators within the stadium environment rather than as roadside advertising visible to passing motorists. SB2353 SD2 contains no comparable safeguards. Instead of limiting advertising to interior-facing scoreboard displays, the bill authorizes digital advertising devices throughout the surrounding Stadium Development District. Nothing in the bill confines these allowances to interior-facing

installations or limits their visibility beyond the facility itself. While the bill requires authorization by the Stadium Authority, it establishes in statute that such digital advertising devices are permitted within the Stadium Development District and provides no statutory safeguards governing visibility, brightness, or placement. 5. Hawai‘i’s Visual Landscape Is an Economic Asset Hawai‘i’s restrictions on outdoor advertising were not adopted solely for aesthetic reasons. They were adopted to protect the scenic landscapes that distinguish the state from many other destinations. 1314 S. King Street #306 | Honolulu, Hawai‘i 96814 T: 808-593-0300 | mail@outdoorcircle.org | www.outdoorcircle.org Visitors arriving in Hawai‘i encounter roadways and public spaces without the dense billboard corridors common in many mainland cities. The relative absence of large-scale offsite commercial signage has become part of Hawai‘i’s identity and contributes to the sense of place that residents and visitors alike value. This visual environment also supports Hawai‘i’s tourism economy. Policies protecting scenic landscapes therefore reflect both economic considerations and long-standing community values regarding the character of the state’s public spaces. 6. The Bill Establishes a Broader Commercial Advertising Precedent SB2353 SD2 should also be considered within the broader context of increasing pressures to commercialize public redevelopment areas. Each individual proposal may appear limited when viewed in isolation. Taken together, however, they reflect a gradual shift toward embedding commercial advertising into public infrastructure and redevelopment areas. Historically, advertising associated with Hawai‘i stadiums has been limited and largely interior-facing during events. SB2353 SD2 moves definitively beyond that model by authorizing digital outdoor advertising within the statutory framework governing the surrounding district. Once such exceptions are established in statute, they are rarely temporary and often become precedents for similar requests elsewhere. Over time, incremental statutory changes can significantly alter the policy framework that has long protected Hawai‘i’s visual landscape. In Conclusion Hawai‘i’s billboard restrictions were adopted deliberately and reaffirmed repeatedly because earlier Territorial and State Legislatures recognized that the state’s scenic landscapes and public view corridors are not simply locations for commercial display. They understood that scenic integrity is a public asset and that once statutory exceptions for commercial display are created, they are difficult to reverse. Those protections have helped preserve the distinctive visual environment that residents and visitors associate with Hawai‘i. SB2353 SD2 would fundamentally alter that framework by authorizing digital outdoor advertising devices throughout the Stadium Development District and by overriding existing county land-use regulations. Once such statutory exceptions are created, they rarely remain limited in scope and often become the basis for similar requests elsewhere. For these reasons, The Outdoor Circle respectfully urges the House and any of its Committees to defer SB2353 SD2 and to preserve the longstanding policy framework that has protected Hawai‘i’s visual landscape for generations. 1314 S. King Street #306 | Honolulu, Hawai‘i 96814 T: 808-593-0300 | mail@outdoorcircle.org | www.outdoorcircle.org Mahalo for your consideration of our testimony. Winston Welch, Executive Director For reference, the following study compilations summarize decades of research on digital billboard safety: <https://www.scenic.org/wp-content/uploads/2021/10/Billboard-Safety-Study-Compendium-10-16-2020.pdf> <https://www.scenic.org/wp-content/uploads/2019/09/billboard-safety-study-compendium-updated-february-2018.pdf> 1314 S. King Street #306 | Honolulu, Hawai‘i 96814

SB-2353-HD-1

Submitted on: 4/6/2026 8:26:33 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Marcia Kemble	Individual	Oppose	Written Testimony Only

Comments:

Greetings Committee Members,

I am writing in strong opposition to SB2353 SD2 HD1. Hawaii has maintained strong restrictions on outdoor advertising since the 1920s to preserve public view corridors and the natural beauty of our aina, and it's essential that we maintain these protections. This bill would create a dangerous statewide precedent for expanding digital advertising from one redevelopment district to another. This bill also undermines the intent of Hawaii's 100-year-old outdoor advertising laws, which were specifically designed to prevent the proliferation of billboard-style commercial signage.

Mahalo for your consideration.

Marcia Kemble

Makiki

April 7, 2026

The Honorable Chris Todd, Chair
The Honorable Jenna Takenouchi, Vice Chair
and Members of the Committee on Finance

Subject: Testimony: SB2353, SD2, HD1 Relating to Outdoor Signage
Hearing: April 8, 2026, at 2:00 PM, Conference Room 308

Dear Chair Todd, Vice Chair Takenouchi, and Members of the Committee:

Stanford Carr Development supports the intent of SB2353, SD2, HD1 which authorizes the display of outdoor advertising devices, including digital signage, within the Stadium Development District with the approval of the Stadium Authority. However, we **express concern with the HD1 language that restricts digital outdoor signage from "...display on top of the stadium and facing a state highway."**

Signage, advertising, and naming rights are standard features in modern stadiums and entertainment districts nationwide. They serve as essential revenue tools to maintain facilities, support events, and minimize reliance on public funding—all while enhancing the community and visitor experience.

Concerns that allowing signage associated with naming rights could weaken Hawaii's long-standing restrictions on billboards are valid. However, the bill does not authorize off-premise roadside billboards. Instead, it allows site-specific signage associated with a single public venue within a defined stadium district. Stadium signage integrated into a venue does not create a precedent for general outdoor advertising across the State.

Allowing well-regulated digital signage and sponsorship opportunities will promote the project's long-term financial sustainability and attract private sector investment and partnerships.

We urge your committee to remove the restrictive language of SB2353, SD2, HD1 to achieve a thoughtful balance between preserving Hawaii's unique visual character and enabling contemporary strategies that make this important public project viable and self-sustaining.

Thank you for the opportunity to provide testimony and suggested amendments to SB2353, SD2, HD1.

Sincerely,



Stanford S. Carr

SB-2353-HD-1

Submitted on: 4/7/2026 9:32:30 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Wah	Individual	Oppose	Written Testimony Only

Comments:

I am **STRONGLY OPPOSED** to **SB 2353**.

Please **DO NOT** allow commercial advertising in the proposed Stadium District, with no limits on size, content, or brightness. This will only lead to more visual pollution that mars our beautiful landscape and creates a slippery slope that will erode our exemplary signage laws.

Our current signage laws have wide support from the public – please honor the citizens of Hawai‘i by maintaining something we agree on – LIMITS ON COMMERCIAL ADVERTISING.

Please **REJECT** SB 2353.

SB-2353-HD-1

Submitted on: 4/7/2026 10:04:04 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
P Hauoli'ipo Wright	Individual	Oppose	Written Testimony Only

Comments:

I respectfully oppose SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not fix this. The authorization would be permanent, with no clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai'i's visual environment is a public and economic asset — this bill moves in the opposite direction.

Please oppose SB2353 SD2 HD1.

Mahalo.

- P. Hau'oli ipo Wright / 808.268.9974

SB-2353-HD-1

Submitted on: 4/7/2026 10:13:45 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Andree Paradis	Individual	Oppose	Written Testimony Only

Comments:

Please do not approve or allow any type of billboard, or digital outdoor advertising to further destroy of what's left of our islands beauty!!

There is plenty of social media venues to advertise what's going on...

SB-2353-HD-1

Submitted on: 4/7/2026 10:14:59 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Roberts "Bob" Leinau	Individual	Oppose	Written Testimony Only

Comments:

Sure marketing moves money around in budgets, but in-your-face advertising compromises our public environment in subtle and not subtle ways. Fight to reduce every-where marketing messages. They are offensive and compromise the beauty of Hawaii nie.

SB-2353-HD-1

Submitted on: 4/7/2026 10:17:27 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Jack O'Neill	Individual	Oppose	Written Testimony Only

Comments:

My name is Jack O'Neill, and I strongly oppose SB2353 SD2 HD1.

The current law appropriately limits outdoor advertising to protect our scenic beauty and prevent visual clutter. This signage introduces bright, out of place, distracting displays that degrade the natural and visual character of our communities. Once allowed, this type of advertising is difficult to contain and sets a precedent for further expansion.

We have long taken pride in protecting our landscapes and limiting intrusive advertising. This bill undercuts our protections and moves us in the wrong direction.

Mahalo,
Jack O'Neill

SB-2353-HD-1

Submitted on: 4/7/2026 10:30:09 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Dylan Whitmore	Individual	Oppose	Written Testimony Only

Comments:

I respectfully oppose SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not fix this. The authorization would be permanent, with no clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai'i's visual environment is a public and economic asset — this bill moves in the opposite direction.

Please oppose SB2353 SD2 HD1.

SB-2353-HD-1

Submitted on: 4/7/2026 10:36:39 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Beverley Brand	Individual	Oppose	Written Testimony Only

Comments:

Aloha,

I am strongly against SB2353. Please do not move this bill forward. Not everything should be about money. This bill is bad in so many ways that will have a negitave impact on our beautiful and unique environment.

Beverley Brand, Waikoloa, HI

SB-2353-HD-1

Submitted on: 4/7/2026 10:59:02 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Carol Kwan	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose allowing any outdoor advertising or naming of facilities after businesses. Hawaii is a special place, and our uniqueness is what draws tourists here. Do you really want to go down that slippery slope and end up looking like Las Vegas?!?

SB-2353-HD-1

Submitted on: 4/7/2026 11:02:21 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Debra Weeks	Individual	Oppose	Written Testimony Only

Comments:

I respectfully oppose SB2353.

It puts us on a slippery slope of unwanted and unsightly advertising - on these beautiful islands with limited space, there is no room for large advertisements.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not fix this. The authorization would be permanent, with no clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai'i's visual environment is a public and economic asset — this bill moves in the opposite direction.

SB-2353-HD-1

Submitted on: 4/7/2026 11:14:38 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Robbie Berkstresser	Individual	Oppose	Written Testimony Only

Comments:

I oppose Bill SB2353 for these reasons - it allows digital outdoor advertising throughout the stadium development district without limits on size, brightness, placement, or visibility. The recent amendments do not fix these issues. The authorization would be permanent with no clear standards or review. The policy change is lasting and sets a bad precedent. Hawaii's visual environment is a public and economic asset, and this bill threatens it.

SB-2353-HD-1

Submitted on: 4/7/2026 11:16:28 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Dr. Andy Kaufman	Individual	Oppose	Written Testimony Only

Comments:

Aloha, I respectfully oppose SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not fix this. The authorization would be permanent, with no clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai'i's visual environment is a public and economic asset — this bill moves in the opposite direction.

Please oppose SB2353 SD2 HD1.

Mahalo,

SB-2353-HD-1

Submitted on: 4/7/2026 11:16:45 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Lisa Kelliher	Individual	Oppose	Written Testimony Only

Comments:

Please don't allow our new stadium to be an eyesore on the beautiful island of Oahu. Do we need to have bright lights maxing out our limited power grid and blinding residents and motorists with signs? NO, vote to oppose PLEASE!

Mahalo,

Lisa Kelliher

SB-2353-HD-1

Submitted on: 4/7/2026 11:17:50 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Dana Ritchie Fujikake	Individual	Oppose	Written Testimony Only

Comments:

I respectfully oppose SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not fix this. The authorization would be permanent, with no clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai‘i’s visual environment is a public and economic asset — this bill moves in the opposite direction.

Please oppose SB2353 SD2 HD1.

SB-2353-HD-1

Submitted on: 4/7/2026 11:21:35 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Joan C Gossett	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose SB2353. Hawaii does not need billboards!

SB-2353-HD-1

Submitted on: 4/7/2026 11:28:25 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Nancie Caraway	Individual	Oppose	Written Testimony Only

Comments:

Hawai'i people value our visual environment as a sacred trust to lawmakers. The unlimited restrictions to SB2353 would deeply violate that trust. I've traveled around the world - and seen the vulgarity that billboards have done to natural environment. I've been proud that Hawai'i has prevented these ugly defacements. But SB 2353 would unleash those debasements. Please do not pass this bill. Be proud of saving a foundational protection of Hawai'i's aesthetic environment.

I respectfully oppose SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not fix this. The authorization would be permanent, with no clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai'i's visual environment is a public and economic asset — this bill moves in the opposite direction. Every time I visit the continent, I am reminded of how special Hawai'i is when I see billboards and extremely large signs that are visual pollution that we don't currently have to face here.

Please oppose SB2353 SD2 HD1.

Submitted by:
Terri-Ann Koike
April 7, 2026

SB-2353-HD-1

Submitted on: 4/7/2026 11:38:35 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Robert E. Fox	Individual	Oppose	Written Testimony Only

Comments:

I oppose this disasterous legislation. We have kept billboards and other hideous signage off of our island. Now Digital garbage is raising its head. not for public edufication but for corporate greed. Haven't we had enough of Big Money bribing officials, bankrolling candidatesl who will work for their greed and not the people? I am done with this garbage. This bill would make it legal to allow digital, in your face signage to be put on buildings, walls, stadiums, etc. This is not the Hawaii that we have struggled to preserve. NO on all of this horrendous money oriented bullying. Keep Hawaii lovely and as pristine as we can.. You ask us to volunteer to clean up streams, parks, alleyways, remove grafitti and yet here you are taking advantage possibly of the people's remoteness from legislation to give eyesore approval to corporations. I would oppose this even if it were for non profits. The Aina of Hawaii is more important that a "Rent" signage or a "partnership" alliance. Have the backbone to say NO and keep the faith with our people.

SB-2353-HD-1

Submitted on: 4/7/2026 11:45:38 AM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Jessica Wise	Individual	Oppose	Written Testimony Only

Comments:

I respectfully oppose SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not fix this. The authorization would be permanent, with no clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai'i's visual environment is a public and economic asset — this bill moves in the opposite direction.

Please keep Hawai'i beautiful!

SB-2353-HD-1

Submitted on: 4/7/2026 12:00:33 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Kirsten Baumgart Turner	Individual	Oppose	Written Testimony Only

Comments:

SB2353 would allow digital outdoor advertising throughout the Stadium Development District — permanently, and without real limits on size, brightness, or visibility from surrounding areas. It also creates a precedent that could extend to other areas across the state. This bill strikes at the heart of our carefully crafted environmental laws a century in the making to protect Hawaii's natural resources and visitor industry assets: its beauty that sets it apart from all other locations.

Mahalo for your careful consideration.

SB-2353-HD-1

Submitted on: 4/7/2026 1:57:18 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Millicent Cox	Individual	Oppose	Written Testimony Only

Comments:

I am opposed to any outdoor advertising in the Stadium Entertainment District.

My great grandmother worked hard to get outdoor advertising removed in Hawaii more than 100 years ago. I do not want to see it return.

SB-2353-HD-1

Submitted on: 4/7/2026 2:07:44 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Susan Polanco de Couet	Individual	Oppose	Written Testimony Only

Comments:

This is not in the spirit of our current legislation. I oppose.

SB-2353-HD-1

Submitted on: 4/7/2026 2:21:43 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Sharon McKellar	Individual	Oppose	Written Testimony Only

Comments:

I respectfully oppose SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. The recent amendments do not fix this. The authorization would be permanent, with no clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai'i's visual environment is a public and economic asset — this bill moves in the opposite direction.

SB-2353-HD-1

Submitted on: 4/7/2026 2:58:30 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Margart Welch	Individual	Support	Written Testimony Only

Comments:

The use of electronics does not negate the fact that these would still be billboards. We have clear laws disallowing there use. This law does not take into account how much more distracting they will be with "look at me" lighting and flashing and constantly changing pictures.

We are a tourist destination and billboards would take away from our number one tourism sales point, the beauty of our islands. If we want to stand apart from mainland cities where this blatant advertisement "click bait" is prevalent, then you must vote against allowing a developer with no ties to the beauty of our islands change longstanding laws.

In short, vote no and uphold the beauty of our state.

SB-2353-HD-1

Submitted on: 4/7/2026 4:16:55 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Marion Lyman-Mersereau	Individual	Oppose	Written Testimony Only

Comments:

I respectfully oppose SB2353.

This bill allows digital outdoor advertising throughout the Stadium Development District without meaningful limits on size, brightness, placement, or visibility. Recent amendments do not fix this. The authorization would be permanent, without clear standards or review, and places full discretion with the Stadium Authority. The financial return is modest, while the policy change is lasting and sets precedent. Hawai‘i’s visual environment is a public and economic asset — this bill moves in the opposite direction.

SB-2353-HD-1

Submitted on: 4/8/2026 1:17:18 PM

Testimony for FIN on 4/8/2026 2:00:00 PM

Submitted By	Organization	Testifier Position	Testify
Gregory Misakian	Individual	Oppose	Written Testimony Only

Comments:

I oppose SB2353 SD2 HD1.

Gregory Misakian